

AMENDMENTS TO THE CLAIMS:

Please amend the claims as set forth in the following listing. This listing will replace all prior versions and listings of claims for the present application.

1. (Currently Amended) A computer-implemented method for the optimization of a process, comprising:

providing a system comprising:

an action selection ~~algorithm~~ computer, comprising:

a storage medium for storing an action database containing a set of actions offers and an action selection ~~algorithm~~ module ~~comprising at least one action selection algorithm~~; and

a first processor for ~~executing an action selection algorithm selected from the at least one action selection algorithm~~; and

a customer profiling computer comprising:

a storage medium containing a customer profile database and a customer profiling module comprising at least one customer profiling algorithm; and

a second processor for executing the at least one customer profiling algorithm;

receiving, by the customer profiling module on the customer profiling computer, information about a customer and a customer need, wherein the information ~~comprises~~ is received via one or more of monitoring clickstream data, receiving information directly entered by the customer, and acquiring information acquired by an agent;

matching, by the customer profiling module on the customer profiling computer, the information about the customer to a profile stored in the customer profile database based on the customer information ~~and one or more of a customer need and a business context~~;

selecting, by the action selection ~~algorithm~~ module on the action selection ~~algorithm~~ computer, an action offer from a set of actions offers associated with the profile ~~using an action selection algorithm~~, wherein each action offer in the set of actions offers is [[a]] unique stimulus, wherein the set of actions offers comprises a plurality of alternative actions for offers associated with the customer need and a specific business context;

presenting, by the action selection ~~algorithm~~ module on the action selection ~~algorithm~~ computer, the action offer to the customer associated with the profile;

receiving, by the action selection ~~algorithm~~ module on the action selection ~~algorithm~~ computer, a response to the action offer from the customer;

storing the response in the action ~~selection~~ database in the action selection ~~algorithm~~ computer;

repeating the selecting, presenting, receiving and storing steps for each customer of a plurality of customers;

determining a distribution of customer responses to the set of ~~actions~~ offers;

analyzing, by the action selection ~~algorithm~~ module, the distribution of responses to all ~~actions~~ offers of the set of ~~actions~~ offers presented to the customers associated with the profile, wherein the analysis identifies one action offer of the set of ~~actions~~ offers ~~having a desired outcome that best fits the customer need and the business context for a given profile~~; and

updating, by the action selection ~~algorithm~~ module, the set of offers in the action database based on the analysis of the distribution of responses, wherein future ~~actions~~ offers presented to customers associated with the profile are selected by the action selection ~~algorithm~~ module from the updated action database based on the analysis.

2. (Previously Presented) The method of claim 1, wherein matching the information about the customer to a profile further comprises collecting historical information.

3. (Previously Presented) The method of claim 2, wherein receiving information about a customer further comprises augmenting the information with information received from external sources.

4.-5. (Cancelled).

6. (Currently Amended) The method of claim 1, wherein the set of ~~actions~~ offers is specific to the profile, wherein each ~~action~~ offer in the set of ~~actions~~ offers is selected based on a response forecast, and wherein a response to the ~~action~~ offer presented to the customer is used to update the set of ~~actions~~ offers contained in the response forecast .

7. (Currently Amended) The method of claim 6, wherein the action database contains a history of responses for each ~~action~~ offer, wherein the action selection ~~algorithm~~ module analyzes the history of responses associated with the profile in selecting an ~~action~~ offer from the set of ~~actions~~ offers.

8.-11. (Cancelled).

12. (Currently Amended) A system for the optimization of a process, comprising:
- a customer profiling computer comprising:
 - a first processor;
 - a machine readable media for storing a customer profile database containing instructions translatable for causing the customer profiling computer to:
 - receive information about a customer and a customer need, wherein the information comprises one or more of clickstream data, information directly entered by the customer, and information acquired by an agent; and
 - match the information about the customer to a profile stored in the customer profile database based on the customer information and one or more of a customer need and a business context; and
 - an action selection ~~algorithm~~ computer, comprising:
 - a second processor; and
 - a machine readable media for storing an action database containing a set of ~~actions~~ offers and a set of instructions translatable for causing the action selection ~~algorithm~~ computer to:
 - select an action offer from ~~[[a]] the set of actions~~ offers ~~using the action selection algorithm~~, wherein each action offer in the set of ~~actions~~ offers is ~~[[a]] unique stimulus~~, wherein the set of ~~actions~~ offers comprises a plurality of alternative ~~actions~~ offers ~~[[for]] associated with the customer need and a specific business context~~;
 - present the action offer to the customer associated with a profile;
 - receive a response to the action offer from the customer;
 - store the response in the action ~~selection~~ database in the action selection ~~algorithm~~ computer; and
 - repeat the select, present, receive and store steps for each customer of a plurality of customers;
 - determine, by the action selection ~~algorithm~~ module, a distribution of customer responses to the set of ~~actions~~ offers;
 - analyze, by the action selection ~~algorithm~~ module, the distribution of responses to all ~~actions~~ offers of the set of ~~actions~~ offers presented to the customers associated with the profile, wherein the analysis identifies one action offer of the set of ~~actions~~ offers ~~having a desired outcome that best fits the customer need and the business context for a given profile~~; and

update, by the action selection ~~algorithm~~ module, the action database based on the analysis of the distribution of responses, wherein future ~~actions~~ offers presented to customers associated with the profile are selected by the action selection ~~algorithm~~ module from the updated action database based on the analysis.

13.-16. (Cancelled).

17. (Currently Amended) The system of claim 12, wherein the set of ~~actions~~ offers is specific to the profile, wherein each ~~action~~ offer in the set of ~~actions~~ offers is selected based on a response forecast, and wherein a response to the ~~action~~ offer presented to the customer is used to update the set of ~~actions~~ offers contained in the response forecast

18.-22. (Canceled).

23. (Currently Amended) A system comprising:

a customer profiling computer comprising:

a first processor;

a machine readable media for storing a customer profile database;

a customer profiling module stored on the machine readable media; and

a computer-readable medium having a software program containing a set of instructions for executing by the customer profiling computer, wherein the set of instructions are translatable by the customer profiling module for:

receiving, by the customer profiling module, information about a customer and a customer need, wherein the information comprises one or more of clickstream data, information directly entered by the customer, and information acquired by an agent; and

matching the information about the customer to a profile of a plurality of profiles stored in the customer profile database based on the customer information ~~and one or more of a customer need and a business context~~; and

an action selection ~~algorithm~~ computer comprising:

a second processor;

a machine readable media for storing an action database containing a set of ~~actions~~ offers;

an action selection ~~algorithm~~ module; and

a computer-readable medium having a software program containing a set of instructions for executing by the action selection algorithm computer, wherein the set of instructions are translatable by the action selection algorithm module for:

identifying a set of actions offers to be presented to a plurality of customers based on the profile associated with the plurality of customers, wherein each action offer in the set of actions offers is [[a]] unique stimulus, wherein the set of actions offers comprises a plurality of alternative actions offers [[for]] associated with the customer need and a specific business context;

selecting, by the action selection algorithm module, an action offer from the set of actions offers using the action selection algorithm;

presenting, by the action selection algorithm module, the action offer to a customer in the plurality of customers associated with the profile;

receiving a response to the action offer from the customer;

storing the response in the action selection database in the action selection algorithm computer; and

repeating the selecting, presenting, receiving and storing steps for each customer of a plurality of customers;

determining a distribution of customer responses to the set of actions offers;

on the computer, analyzing the distribution of responses to all actions offers of the set of actions offers presented to the customers associated with the profile, wherein the analysis identifies one action offer of the set of actions offers having a desired outcome that best fits the customer need and the business context for a given profile; and

updating, by the action selection algorithm module, the action database based on the analysis of the distribution of responses, wherein future actions offers presented to customers associated with the profile are selected by the action selection algorithm module from the updated action database based on the analysis.

24. (Currently Amended) The set of instructions of claim 23, wherein the set of actions offers is specific to the profile, wherein each action offer in the set of actions offers is selected based on a response forecast, and wherein a response to the action offer presented to the customer is used to update the set of actions offers contained in the response forecast.

25.-33. (Canceled).

34. (Currently Amended) The method of claim 1, wherein the distribution of responses is analyzed to determine an action offer having ~~the set of offers in~~ a selected order to maximize profit.

35. (Currently Amended) The method of claim 1, wherein the distribution of responses is analyzed to determine an action offer having ~~the set of offers in~~ a selected order to maximize revenue.

36. (Currently Amended) The method of claim 1, wherein an action offer comprises a price list, wherein the set of ~~actions~~ offers comprises a discrete variation of the price list and wherein the distribution of responses to the variations of the price list is analyzed to determine a price list that maximizes at least one of profit and revenue.

37. (Currently Amended) The method of claim 36, wherein the action offer presented to a customer is selected from the set of ~~actions~~ offers based on the price, wherein the price is below the customer's willingness to pay.

38. (Currently Amended) The method of claim 23, wherein the set of instructions is ~~operable~~ executable to present an action offer ~~having a set of offers~~, wherein the set of offers is presented in a selected order, wherein updating the action database comprises changing the order that a set of offers is presented to a customer.

39. (Currently Amended) The method of claim 23, wherein the set of instructions is ~~operable~~ executable to present an action offer ~~having a set of offers~~, wherein the offer is presented in a selected order, wherein updating the action database comprises changing the order that a set of offers is presented to a customer.

40. (Previously Presented) The method of claim 38, wherein the action database is updated to present the set of offers in an order to maximize profit.

41. (Previously Presented) The method of claim 38, wherein the action database is updated to present the set of offers in an order to maximize revenue.

42. (Previously Presented) The method of claim 38, wherein a set of offers comprises a set of amenities, wherein each offer contains one or more amenities, wherein the distribution of responses is analyzed to determine which one or more amenities maximizes profit.

43. (Previously Presented) The method of claim 38, wherein a set of offers comprises a set of amenities, wherein each offer contains one or more amenities, wherein the distribution of responses is analyzed to determine which one or more amenities maximizes revenue.